DATE: October 22, 1987

PROJECT CODE: _____

CONTRACT APPROVAL REQUEST

PROJECT: InfoScan Service

VENDOR: Information Resources, Inc.

FINANCIAL IMPACT: $1,274,395

TIME PERIOD: July 1987 - June 1989

PROJECT DESCRIPTION

The attached contract executes Philip Morris' purchase of marketing research services from Information Resources as specified in the contract.

FINANCIAL ELEMENTS

The terms of payment are described in Section III B of the attached contract. In sum, the financial implications are as follows:

	SET-UP	BASIC SERVICE	PROMOTIONAL ANALYSIS	TOTAL
July - December 1987	$80,000	$259,450	$34,050	$373,500
January - December 1988	NA	$425,000	$31,450	$556,450
January - June 1989	NA	$259,945	$84,500	$344,445

COMPETITIVE BID

This project was competitively bidded by A.C. Nielsen.

APPROVALS

DD _____
JZ _____
AG _____
RA _____
RT _____

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